

CHICAGO'S GROWTH IN SHOE INDUSTRY.

Remarkable Progress of the Firm of
Selz, Schwab & Co. in the Manufac-
ture of Fine Footwear.

LEADERS IN WESTERN TRADE.

House Founded in 1871, Has in Twenty-nine
Years Reached a Standard of Success and
Integrity in Business Dealing Second to
None in the World.

No better example need be cited to prove the supremacy
of Chicago as a manufacturing center than her rapid advance
in recent years in the world of shoes—an advance which finds
her on this, the beginning of the year 1900, practically the
leader of fine shoe manufacturing.

Thirty years ago no merchant, East or West, ever thought
for a moment that any boots or shoes could come from any-
where else but the East. To the enterprise of a few Chicago
firms and their all-abiding faith in the prowess of the West is
due the credit for the position Chicago holds to-day in the
shoe business.

Foremost among these stands the firm of Selz, Schwab
& Co., who, from a most humble beginning (dating as far back
as 1871), have built up a shoe business whose size and extent
is not only a monument to themselves but a source of honest
pride to their city. The founder, Mr. Morris Selz, was born in
Germany in 1826, and came to this country at the age of 17.
He started in life, as many other successful men have done,
with little or no capital—the amount in his pockets when he
landed being \$15.00. He began his commercial career as a
clerk and salesman in a dry goods house in Hartford, Conn.,
and in '48 was employed in a store doing a general business in
the State of Georgia. In the early 50's he migrated to Cali-
fornia—going by way of Panama and Nicaragua.

The year 1854 found him in Chicago, and in 1871 he in-
vested the careful savings of years by starting in the boot and
shoe business in the simple way, depicted in another part of
this page, under the title of "M. Selz & Co." The firm at
first only sold boots and shoes to the jobbing trade, but soon dis-
covered that greater prospects of success were assured in placing
their products direct from factory to retailer. This, coupled
with a stern determination to sell only good goods for the
smallest possible margin, laid the foundation of their ultimate
success. In 1878 the style of the firm was changed to Selz,
Schwab & Co., and in 1890 became a corporation, of which
Mr. Morris Selz was, and is still, the honored president.

The firm, to-day, owns and operates five factories, each one
devoted to exclusive lines of boots, work-shoes, men's fine shoes,
and ladies' shoes, respectively. They employ in the aggregate
nearly 2,000 hands, and some idea of the volume of business
done by the house, including the sales of lines they do not make,
and also of rubbers, may be gained from the fact that during their
fiscal year closing the first of November, the total number of
pairs sold reached the extraordinary figure of 6,408,616.

The total floor space of their five factories is 545,568 square
feet, or nearly 12 1/4 acres, and the amount of sole leather alone
used annually is over 500 car loads.

For the last ten years the offices and salesrooms have been
located on the northeast corner of Market and Monroe streets,
but during the fall of '99 they acquired by purchase the property
known as the "Jewett Building," on the opposite corner. This
building has been thoroughly reconstructed and fitted up in
the most modern way, and is to-day the largest and most com-
plete establishment devoted exclusively to the sale of boots and
shoes in the world. Some idea of the stock which the firm will
carry may be gained when we state that the floor space aggre-
gates over 100,000 square feet. In addition to an office and
house staff of about 125 people, they have a small army of
salesmen on the road, of about 65 men, and Selz' shoes are to-
day sold not only in nearly every state in the Union, but in
Alaska, Hawaii, Norway, London, Paris, South Africa and
Australia.

The Republic joins its many friends in wishing them
not only a "happy new year," but even greater success, in the
new home, than that which came to them in the old.

6,408

BOOTS

ACTUALLY SOLD

During 1899.

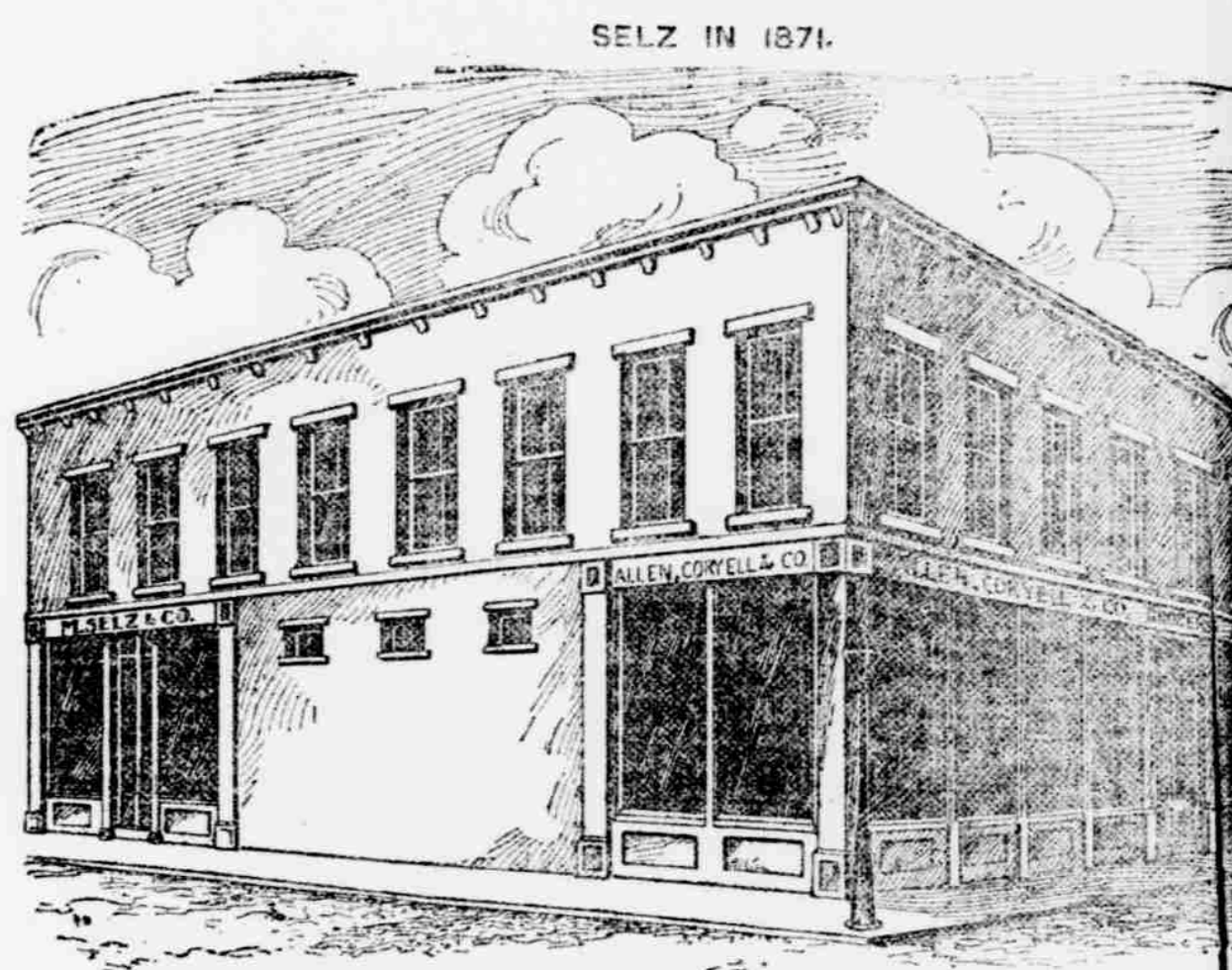
CHICAGO MANUFACTURERS

THAN ANY OTHER CITY IN THE U.S.

SELZ

Makes

5 Distinct Factories.



CHICAGO OFFICE, 1871

WABASH AV.

RANDOLPH ST.

SELZ, SCHWAB

SELZ
Only
Occupied
25 ft.
in this
Building,
which
Stood
on
Wabash
Ave. and
Randolph
Street.

MAKES LASTING CURES